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8-17-2005

### Screen-Sized PDFs in Sans Serif Type: Template and Files

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This document style is intended for reading onscreen. It creates a two-page spread that fits on a single screen (of 1024 x 768 pixels), with type that remains readable at 75% magnification. It includes design and typographic settings to accommodate common text elements: headings, subtitles, extracts, etc. The font is **Lucida Sans Unicode**, set single-spaced. It is a *sans serif* font, which allows for greater readability at smaller sizes and onscreen. The basic text size is 11 point. The font is engineered with a tall line-height, so that even set “solid” (*i.e.*, single-spaced) there is ample “leading” between the lines for clear reading. The overall design is “left aligned”—that is all titles, subtitles, headings, etc. are lined up on the left margin. Paragraphs are justified, for easier reading; titles, headings, references, captions, and endnotes are not justified.

The two files attached to this documents are:

Screen SansSerif file.doc = a blank MS Word file with these page and type specifications already loaded. Enter (or paste) your text into this file and Save under a new name.

Screen SansSerif template.dot = an MS Word template; use this to create a new blank document. Templates are generally stored in a folder in Program Files > Microsoft Office > Templates

What follows are sample pages and specifications for the type, margins, settings, etc.

## Lorem Ipsum [title]

*Dolor Sit Amet, Consectetuer Adipiscing Elit* [subtitle]

Marcus T. Cicero, Senatus populusque Romani [author]

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Mauris ac sem id nibh tincidunt tincidunt. Donec nulla sem, aliquam in, dignissim vel, faucibus a, lorem. [Body text paragraph]

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## Heading 1

[Note: use First Text Paragraph style after a Heading]  
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## Heading 2

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. In in nunc. Praesent odio. Phasellus nunc magna, luctus id, scelerisque id, sodales vel, wisi. Nulla lacinia tincidunt quam. Pellentesque dignissim. Vestibulum laoreet libero et erat. Morbi wisi. Etiam pretium odio in dolor. Nulla vulputate commodo lacus. Fusce ornare rutrum nunc.

## Heading 3

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*The Twentieth Century inherited the Remington Typewriter, a marvel of mechanical achievement, but bequeaths to its successor the improved PDF file.* [Caption]

Pellentesque nunc orci, faucibus in, venenatis at, facilisis vehicula, erat. Nulla facilisi. Fusce quis quam sit amet magna suscipit venenatis. Quisque hendrerit est et

nisl. Sed a ligula. Aenean sed metus. Phasellus eleifend massa id odio. Ut scelerisque faucibus tellus. Maecenas sed erat eget massa luctus sagittis. Vestibulum ultrices imperdiet mauris. Cras malesuada sapien. Nullam laoreet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce scelerisque dictum enim. Phasellus a nisl eget neque condimentum sagittis. Curabitur magna purus, hendrerit vel, euismod in, sollicitudin at, dui. Phasellus cursus ante eu enim auctor condimentum. Duis augue lectus, pretium vitae, tempor id, dapibus a, leo. Pellentesque mattis sem nec felis. Aenean turpis sem, tristique at, gravida ultrices, lobortis vel, turpis.

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Nullam commodo interdum risus. Aliquam lacinia.  
Aliquam molestie ipsum gravida augue.

## Literature Cited

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## Design Specifications

### *Page:*

Size = 5.5 x 8.5 inches, 2 pages per sheet  
Text Block = 3.9" x 6.7" (or 23.4 x 40.2 picas)  
28 text lines per page

### *Margins:*

Top (to header) = .5"  
Top (to text block) = .8"  
Bottom (from footer/Page Number) = .5"  
Bottom (from text block) = 1"  
Left = .8"  
Gutter = .8" (= .4" each side)  
Right = .8"

### *Type:*

**Abstract:** Type = Lucida Sans Unicode, 10 point; alignment = Justified

**Author:** Type = Lucida Sans Unicode, 11 point; alignment = Left; 12 points space after

**Block Text:** Type = Lucida Sans Unicode, 11 point; alignment = Justified; left & right margins indent .25"; no paragraph indent. *Suggest adding 1 blank line before and after.*

**Body Text:** Type = Lucida Sans Unicode, 11 point; alignment = Justified; first line indent = .25"

M. T. Cicero (left aligned)

**Caption:** Type = Lucida Sans Unicode italic, 10point; alignment = Left; 12 points space after

**Endnote Text:** Type = Lucida Sans Unicode, 10point; alignment = Left; first line indent = .25"; 6 points space after

**First Text Paragraph:** Type = Lucida Sans Unicode, 11point; alignment = Justified; no paragraph indent

**Footer:** not used in this design; see **Page Number**

**Header:** Type = Lucida Sans Unicode, 9 point; alignment = Left (for odd pages), = Right (for even pages)

**Heading 1:** Type = Lucida Sans Unicode bold, 14 point; alignment = Left; 18 points space before, 6 points space after

**Heading 2:** Type = Lucida Sans Unicode, bold italic, 12 point; alignment = Left; 12 points space before, 6 points space after

**Heading 3:** Type = Lucida Sans Unicode, bold, 11point; alignment = Left; 12 points space before

**Illustration:** alignment = Left; 12 points space before, 6 points space after

**Normal:** Type = Lucida Sans Unicode, 11point; alignment = Left. *All other type specs depend on this style; changing it (to Times Roman, for example) will change all Lucida Sans Unicode type to the new font.*

**Page Number:** Type = Lucida Sans Unicode, 9point; alignment = Centered (bottom of page)

Lorem Ipsum (right aligned)

**References/Bibliography:** Type = Lucida Sans Unicode, 10point; alignment = Left; hanging indent = .25"; 6 points space after

**Subtitle:** Type = Lucida Sans Unicode, italic, 12point; alignment = Left; 12 points space after

**Title:** Type = Lucida Sans Unicode, 18point; alignment = Left; 12 points space after

### ***MS Word file settings:***

File > Page Setup > Layout

Headers & footers: Different odd and even  
Different first page

Format > Styles and Formatting

Show: Available styles

View > Zoom

Two pages

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<sup>1</sup> Endnote text: Pellentesque nunc orci, faucibus in, venenatis at, facilisis vehicula, erat. Nulla facilisi. Fusce quis quam sit amet magna suscipit venenatis. Quisque hendrerit est et nisl. Sed a ligula.

<sup>2</sup> Aenean sed metus. Phasellus eleifend massa id odio. Ut scelerisque faucibus tellus. Maecenas sed erat eget massa luctus sagittis. Vestibulum ultrices imperdiet mauris. Cras malesuada sapien.